

Business Builder

Business: CIM Graphics
Owner: Mark Baker

Investing in energy efficient equipment with Business Builder support

The Challenge

Print and signage production relies on high performance machinery - but the investment required is significant. As client demand grew, CIM Signs needed a large scale digital cutter to increase capacity, improve precision, and support the shift towards more environmentally friendly materials.

Customers were increasingly asking for recyclable exhibition solutions, and Mark wanted the business to stay ahead by offering greener, lower impact options. The new equipment was essential for scaling sustainably without overstretching the company.

The Solution

With support with Business Builder programme and a Rural Capital Grant, CIM Signs was able to bring forward its investment in a state of the art cutter.

“The machine is bigger, faster, quieter and energy efficient, with fantastic digital capability. It has increased the scale, speed and quality of our output.”

The funding allowed CIM to meet rising customer expectations while staying true to its commitment to reducing energy use and maximising recycling across the business.

The Impact

Business Builder support has helped CIM Signs:

- Expand production capacity with a high performance digital cutter
- Improve precision cutting of recyclable cardboard panels
- Offer more sustainable exhibition and display solutions
- Reduce energy consumption and support their wider environmental goals
- Continue growing without overreaching financially

“Applying for the grant was straightforward, with quick decisions. When you’re growing and don’t want to overstretch the business, this kind of support is invaluable.”

About CIM Signs

CIM Signs was founded in 2000 by three colleagues - affectionately known as the three amigos. Under the leadership of Managing Director Mark Baker, the company has grown to a team of 24 employees and expanded its premises to meet rising demand.

CIM continues to blend creativity, technology and sustainability to deliver high quality print and signage solutions for clients across the region.

The Business Builder programme has supported 472 businesses, providing advice and training, and has paid out £2.3 million in grants across Broadland and South Norfolk between late 2022 and February 2026.

